

Matthew Thomson

Ivey Business School, Western University
 London, Ontario, Canada N6A 3K7
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EMPLOYMENT

- 2012 – R.A. Barford Professor in Marketing Communications (2020-2025)
 Associate Professor, Ivey Business School
 Western University, London, Ontario
- 2008-2012 Assistant Professor, Ivey Business School
 Western University, London, Ontario
- 2004 -2008 Assistant Professor, Queen’s School of Business
 Queen’s University, Kingston, Ontario
- 2001-2004 Instructor, Marshall School of Business
 University of Southern California, Los Angeles, California
- 1995-1996 Information Management Consultant
 Office of the Ethics, Information and Privacy Commissioner of Alberta

EDUCATION

- 2004 Doctor of Philosophy, Marshall School of Business (Marketing)
 University of Southern California, Los Angeles, California
 Dissertation: *Understanding Intense Consumer-Object Attachments*
- 1998 Masters of Business Administration, Kelley School of Business (Marketing)
 Indiana University, Bloomington, Indiana
- 1995 Bachelors of Arts (Honors), Political Science/International Relations
 McGill University, Montreal, Quebec

PUBLICATIONS

Connors, Scott, Mansur Khamitov, Matthew Thomson and Andrew Perkins (*forthcoming*),
 “They’re Just Not That into You: How to Leverage Consumer-Brand Relationships through
 Social Psychological Distance”, *Journal of Marketing* (part of journal’s *Insights for Managers
 Webinar Series*, January 27, 2021).

Herak, Iskra, Nicolas Kervyn and Matthew Thomson (2020), “Pairing People with Products:
 Anthropomorphizing the Object, Dehumanizing the Person”, *Journal of Consumer Psychology*,

30(1), 125-139.

Khamitov, Mansur, Mathew Thomson and Xin Wang (2020), "How Cultural and Institutional Dimensions Shape Consumer-Brand Relationships' Effects on Brand Loyalty: An Abstract", in *Marketing Opportunities and Challenges in a Changing Global Marketplace* (Eds. Wu, S, Pantoja, F., Krey, N.). AMSAC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science.

Khamitov, Mansur, Xin Wang and Matthew Thomson (2019), "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities", *Journal of Consumer Research* 46(3), 435-459. (winner of the 2021 AMA CBSIG *Consumer Research in Practice Award*).

Whelan, Jodie, Sean Hingston and Matthew Thomson (2019), "Does Growing Up Rich and Insecure Make Objects Seem More Human? Childhood Material and Social Environments Interact to Predict Anthropomorphism", *Personality and Individual Differences*, 137, 86-96.

Jeffrey, Jennifer and Matthew Thomson (2019), "Integrating Negative Social Cues in Tobacco Packaging: A Novel Approach to Discouraging Smokers", *Journal of Consumer Affairs*, 53(4), 1380-1395.

Thomson, Matthew (2019), "Commentary on C. Whan Park: Attachment/Consumer-Brand Relationships", in *Legends in Marketing* (Deborah J. Macinnis, Ed.), Sage Publishing.

Albert, Noel and Matthew Thomson (2018), "A Synthesis of the Consumer-Brand Relationship Domain: Using Text Mining to Track Research Streams, Describe Their Emotional Associations and Identify Future Research Priorities", *Journal of the Association for Consumer Research*, 3(2), 130-146.

Connors, Scott, Stephen Anderson-MacDonald and Matthew Thomson (2017), "Overcoming the 'Window Dressing' Effect: Mitigating the Negative Effects of Inherent Skepticism towards Corporate Social Responsibility", *Journal of Business Ethics*, 145(3), 599-621.

Whelan, Jodie, Miranda R. Goode, June Cotte and Matthew Thomson (2016), "Consumer Regulation Strategies: Attenuating the Effect of Consumer References in a Voting Context," *Psychology & Marketing* (November) 899-916.

Bendle, Neil Thomas and Matthew Thomson (2016), "Indirect Prejudice: The Danger in Considering Others' Preferences during a Primary Election", *Journal of Customer Behaviour*, 15(3), 239-259.

Whelan, Jodie, Allison R. Johnson, Tara C. Marshall and Matthew Thomson (2016), "Relational Domain Switching: Interpersonal Insecurity Predicts the Strength and Number of Marketplace Relationships", *Psychology & Marketing*, 33(6), 465-479.

Goode, Miranda R., Kendra Hart and Matthew Thomson (2016), "Say No More! The Liability of Strong Ties on Desire for Special Experiences", *Journal of Consumer Psychology*, 26(1), 91-97.

- Khamitov, Mansur, Matthew Thomson, and Allison R. Johnson (2015), "Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationship Reminders on Brand Evaluations," in *NA Advances in Consumer Research*, 43, ed. Kristin Diehl and Carolyn Yoon, New Orleans, LA: Association for Consumer Research.
- Pirouz, Dante M., Allison R. Johnson, Matthew Thomson and Raymond Pirouz (2015), "How to Increase Your Chances of Going Viral: Factors that Drive YouTube Engagement", *Sloan Management Review*, 56(4), 83-88.
- Goode, Miranda, Mansur Khamitov and Matthew Thomson (2015), "Dyads, Triads and Consumer Treachery: When Interpersonal Connections Guard against Brand Cheating", in *Consumer Brand Relationships* (pp. 216-232), (Susan Fournier, Michael Breazeale and Jill Avery, Eds.), Routledge/Taylor & Francis.
- Johnson, Allison R., Matthew Thomson and Jennifer Jeffrey (2015), "What Does Brand Authenticity Mean? Causes and Consequences of Consumer Scrutiny towards a Brand Narrative", *Review of Marketing Research* Special Issue (1-28).
- Khamitov, Mansur, Miranda Goode, and Matthew Thomson (2014), "Investigating Brand Cheating in Consumer-Brand Relationships: Triadic and Dyadic Approaches," in *NA Advances in Consumer Research*, 42, ed. June Cotte and Stacy Wood, p. 541, Baltimore, MD: Association for Consumer Research.
- Johnson, Allison R., Jodie Whelan and Thomson, Matthew (2012), "Why Brands Should Fear Fearful Consumers: How Attachment Style Predicts Retaliation", *Journal of Consumer Psychology*, 22, 289-298 (See also: *Erratum* in *Journal of Consumer Psychology*, 22(3), 2012, p. 469)
- Johnson, Allison R., Maggie Matear and Matthew Thomson (2011), "A Coal in the Heart: Self-Relevance as a Post-Exit Predictor of Consumer Anti-Brand Actions", *Journal of Consumer Research*, 38(1), 108-125.
- Ashworth, Laurence, Peter Dacin and Matthew Thomson (2009), "Why on Earth Do Consumers Have Relationships with Marketers: Toward Understanding the Functions of Relationships", *The Handbook of Brand Relationships* (Joseph Priester, Deborah MacInnis and C. W. Park, Eds.), M. E. Sharpe, Inc., 82-106.
- Fedorikhin, Alexander, C. Whan Park and Matthew Thomson (2008), "Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions," *Journal of Consumer Psychology*, 18(4), 281-291.
- Dacin, Peter, Laurence Ashworth and Matthew Thomson (2007), "Attachment as a Brand Building Block: Do Strong Relationships Matter?" in *New Frontiers in Branding: Attitudes, Attachments and Relationships* (Joseph R. Priester, Deborah J. MacInnis and C. Whan Park, Eds.), p. 77-79, Society for Consumer Psychology: Santa Monica, CA.
- Johnson, Allison R., Jay Handelman, and Matthew Thomson (2007), "Attachment and

Identification: How Relationships are Connected,” in *New Frontiers in Branding: Attitudes, Attachments and Relationships* (Joseph R. Priester, Deborah J. MacInnis and C. Whan Park, Eds.), p. 92, Society for Consumer Psychology: Santa Monica, CA.

Thomson, Matthew (2006), “Human Brands: Investigating Antecedents to Consumers’ Stronger Attachments to Celebrities,” *Journal of Marketing*, 70(3), 104-119.

Thomson, Matthew and Allison Johnson (2006), “Marketplace and Personal Space: Investigating the Differential Effects of Attachment Style across Relationship Contexts,” *Psychology & Marketing*, 23 (8), 711-726.

Beck, Ivan T. and Matthew Thomson (2006), “The Health Care Philosophy that Nearly Destroyed Medicare in Canada in a Single Decade,” *Clinical and Investigative Medicine*, 29 (2), 65-76.

Thomson, Matthew, Deborah J. MacInnis et C. Whan Park (2005), “Les liens attachants: Mesurer la force de l’attachement émotionnel des consommateurs à la marque,” *Recherche et Applications en Marketing*, mars (20), 1, 79-98.

Thomson, Matthew, Deborah MacInnis and C. Whan Park (2005), “The Ties that Bind: Measuring the Strength of Consumers’ Emotional Attachments to Brands,” *Journal of Consumer Psychology*, 15(1), 77-91.

Thomson, Matthew and Allison R. Johnson (2002), “A Hard and a Soft Look at Building Strong Brands,” *MSI Working Paper # 02-105*.

Johnson, Allison R. and Matthew Thomson (2002), “Are Consumer Relationships Different?” *Advances in Consumer Research*, 29, Provo, Utah.

Thomson, Matthew and Allison R. Johnson (2001), “Investigating the Role of Attachment Dimensions as Predictors of Satisfaction in Consumer-Brand Relationships,” *Advances in Consumer Research*, 28, Provo, Utah.

Total Google Scholar Citations as of April 2021 = 5,359

PRESENTATIONS, POSTERS ETC.

Khamitov, Mansur, Matthew Thomson, and Xin (Shane) Wang, “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty across Different Cultures and Institutions” presented at the *Association for Consumer Research* conference, Atlanta, October 2019.

Jeffrey, Jennifer and Matthew Thomson (2019), “Integrating Negative Social Cues in Tobacco Packaging: A Novel Approach to Discouraging Smokers,” competitive track paper accepted for presentation at *American Council on Consumer Interests Annual Conference*, Baltimore, MD (May 21-23).

- Khamitov, Mansur, Matthew Thomson, and Xin (Shane) Wang, "How Cultural and Institutional Dimensions Shape Consumer-Brand Relationships' Effects on Brand Loyalty," presented at *Academy of Marketing Science* conference, Vancouver, BC, May 2019.
- Khamitov, Mansur, Xin (Shane) Wang, and Matthew Thomson, "Across Space and Time: How Cultural and Institutional Differences Explain Consumer-Brand Relationships' Differential Effects on Brand Loyalty," *Association for Consumer Research Asia-Pacific* conference, Ahmedabad, India, January 2019.
- Khamitov, Mansur, Xin (Shane) Wang and Matthew Thomson, "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities," accepted for presentation at *Association for Consumer Research* conference, Dallas, Texas, October 2018.
- Whelan, Jodie, Sean Hingston, Matthew Thomson and Allison Johnson, "Growing Up Rich and Insecure Makes Objects Seem Human: Childhood Material and Social Environments Predict Anthropomorphism", accepted for presentation at *Association for Consumer Research* conference, Dallas, Texas, October 2018.
- Thomson, Matthew, Jennifer A. Jeffrey and Allison R. Johnson, "Exploring the Theoretical Foundations of a Fictional Phenomenon: How Character Endorsements Deliver Flexibility and Mitigate Celebrity Scandal", Université Catholique de Louvain, Louvain-la-Neuve, Belgium, Sept. 2018.
- Albert, Noel and Matthew Thomson, "A Synthesis of the Consumer-Brand Relationship Domain: Using Text Mining to Describe and Track Research Streams, Describe Emotional Associations and Identify Future Research Priorities", presentation at the *Journal of the Association for Consumer Research* pre-conference on Brands, Emotions and the Self, San Diego, October 2017.
- Jeffrey, Jennifer, Allison R. Johnson and Matthew Thomson, "The Ron Burgundy Effect: Exploring the Effectiveness of Character Endorsers", Concordia University, Montreal, PQ, Nov. 17, 2016.
- Connors, Scott, Mansur Khamitov, Jeff Rotman, Matthew Thomson, and Andrew Perkins (2016), "Consumer-Brand Relationships and Closeness to the Self: A Construal Level Perspective," accepted for presentation at *Association for Consumer Research* conference, Berlin, Germany, October 2016.
- Johnson, Allison R., Jennifer Jeffrey and Matthew Thomson (2016), "A New Take on the Human Brand? Exploring the Effectiveness of Character Endorsers", presentation at *Brands and Brand Relationships Conference* annual conference, Toronto, ON, May 2016.
- Khamitov, Mansur, Xin (Shane) Wang, and Matthew Thomson (2016), "Disentangling the Differential Static and Dynamic Effects of Various Brand Relationship Strength Metrics on Brand Loyalty," presentation at *Brands and Brand Relationships Conference* annual conference, Toronto, ON, May 2016.

- Khamitov, Mansur, Allison R. Johnson, and Matthew Thomson (2016), “A Brand “Like Mom Used to Make””: Exploring the Effect of Activating Interpersonal Relationship Schemas on Consumer-Brand Relationships,” presentation at *Society for Consumer Psychology* annual conference, St. Pete Beach, FL, February 2016.
- Khamitov, Mansur, Matthew Thomson and Allison R. Johnson (2015), “Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationships Reminders on Brand Evaluations”, presentation at *Association of Consumer Research* annual conference, New Orleans, USA, October.
- Goode, Miranda R., Kendra Hart and Matthew Thomson (2015), “Good Intentions Gone Awry: The Negative Influence of Positive Word of Mouth”, presentation at *7th Annual Rupert’s Land Consumer Behavior Symposium*, Winnipeg, Manitoba, May 22-23.
- Rotman, Jeff, Mansur Khamitov and Matthew Thomson (2015), “Why Do Bad Brands Get Blamed”, presentation at *Society for Consumer Psychology* annual conference, Phoenix, AZ, February 2015.
- Whelan, Jodie, Miranda Goode, June Cotte and Matthew Thomson (2014), “The Consumer Regulation Scale: Strategies for Regulating Responses to Consumption Cues”, Competitive Paper, presentation at *Association of Consumer Research* annual conference, Baltimore, USA, October.
- Khamitov, Mansur, Jeff Rotman, and Matthew Thomson, “When Do Bad Brands Get Blamed? The Effect of Moral Agency on Brand Punishment”, poster presented at *Association for Psychological Science* annual convention, San Francisco, CA, May 2014.
- Jeffrey, Jennifer, Matthew Thomson and Allison R. Johnson (2014), “The Ron Burgundy Effect: Exploring Differences between Actors and Characters on Endorsement Effectiveness”, poster presented at *Association of Consumer Research* annual conference, Baltimore, USA, October.
- Khamitov, Mansur, Miranda R. Goode and Matthew Thomson (2014), “Investigating Brand Cheating in Consumer Brand Relationships: Triadic and Dyadic Approaches”, Competitive Paper, presentation at *Association of Consumer Research* annual conference, Baltimore, USA, October.
- Khamitov, Mansur, Miranda R. Goode and Matthew Thomson (2014), “Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer Brand Relationships”, presentation at *Brands & Brand Relationships* annual conference, Boston University, May 19-21.
- Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson (December 2013), “Containing Consumerism: How Individuals Temper Susceptibility to Consumer Cues”, Fuqua School of Business, Duke University.
- Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson (November 2013), “Consumer Identity: Cues, Boundaries, and Salience,” Department of Political Science, Western University.

- Jeffrey, Jennifer, Juan Wang, Dante Pirouz and Matthew Thomson (2012), “Shame on You! Motivation Consumer Behavior with Shame Appeals”, poster presented at *Association for Consumer Research* annual conference, October 2012.
- Lee, Seung Hwan (Mark), Allison Johnson and Matthew Thomson (2012), “What Effect Does the Relationship Portfolio have on Well Being? Comparing the Impact of Brand, Service, and Interpersonal Relationships”, presentation at *Association for Consumer Research* annual conference, October 2012.
- Pirouz, Dante, Allison Johnson, Raymond Pirouz and Matthew Thomson (2012), “Exploring the Mythology of Viral Videos and the Epic Fail: Why Video Communications Capture the Market's Imagination”, presentation at *Association for Consumer Research* annual conference, October 2012.
- Johnson, Allison R. and Matthew Thomson (2012), “Well-Being and Sustainability: Retaliation, Attachment Style and Attachment Portfolios,” 3rd Annual *Customer Strategies for Sustained Growth* conference at INSEAD European Campus.
- Whelan, Jodie, Allison Johnson, Tara Marshall and Matthew Thomson, “How People Cope? Examining General and Relationship-Specific Attachment Styles as Predictors of the Number and Strength of Consumption Relationships”, presentation at *5th Annual Ivey Symposium on Consumer Behaviour*, January 2012.
- Thomson, Matthew, “Don’t Cry for Me: Sadness and Other Emotions”, Session Chair (2.4) at the *Society of Consumer Psychology* annual conference, Las Vegas, NV, February 2012.
- Jeffrey, Jennifer, Dante M. Pirouz and Matthew Thomson, “Stop Freaking Me Out: The Role of Affect on Efficacy and Framing Interactions”, poster presented at the *Society of Consumer Psychology* annual conference, Las Vegas, NV, February 2012.
- Hart, Kendra, Miranda Goode and Matthew Thomson, “Say No More! Experiential Consumption and the Spoiler Effect of Positive Word of Mouth”, poster presented at the *Association of Consumer Research* annual conference, St. Louis, MO, October 2011.
- Hart, Kendra, Miranda Goode and Matthew Thomson, “Friends Who Tell Stories: The Liability of Social Ties in Impacting Consumer Choice of Hedonic Experiences”, poster presented at the *Society for Consumer Psychology* annual conference, February 2011 (Atlanta).
- Johnson, Allison R., Matthew Thomson and Jodie Whelan, “Why Brands Should Fear Fearful Consumers: How Attachment Style Predicts Retaliation”, poster presented at *Association of Consumer Research* annual European meeting, London, UK, June, 2010.
- Johnson, Allison R., Matthew Thomson and Jodie Whelan, “What Is It about Me That Makes Me Want to Hurt You? Examining Attachment Style as a Predictor of Consumers’ Harmful Actions”, presentation at *Academy of Marketing Science* annual meeting, Portland, Oregon, May, 2010.
- Johnson, Allison, Maggie Matear and Matthew Thomson, “The Conversion of Lovers into

- Loathers: An Examination of Consumer Self-Relevance as a Predictor of Anti-Brand Actions”, presentation at *Ivey Consumer Behavior Winter Research Camp*, Jan. 29, 2010.
- “The Pitfalls of Fame: Insights from Human Brands” with Cristel Antonia Russell, Hope Jensen Schau, Marie-Agnès Parmentier, Eileen Fischer, and Susan Fournier, Special Session Discussant at *Association for Consumer Research Annual Meeting*, Pittsburgh, PA, October 2009.
- Handelman, Jay, Allison Johnson and Matthew Thomson, “Brand Authenticity and The Role of Corporate Social Responsibility”, presentation at 5th *International Conference on Corporate Identity/Associations*, Vancouver, Canada, May 26-28, 2008.
- Sadler, Jill and Matthew Thomson “When Companies Go Too Far... And Get It Right: Exploring Low-Fit Brand Extension Success,” presentation at the *American Marketing Association Winter Meeting*, February 2008.
- Ashworth, Laurence, Matthew Thomson and Peter Dacin, "Attached Consumers: Assessing Relationship Strength as an Indicator of Brand Equity," presentation at the *1st International Workshop on Attachment Research in Marketing*, Innsbruck, Austria, March 1-2, 2007.
- Thomson, Matthew, Laurence Ashworth and Peter Dacin, "I Like You So You Must Be Good: Exploring Two Measures of Relationship Strength as Indicators of Brand Equity and as Predictors of CSR," presentation at the *Academy of Marketing Science Annual Meeting*, May 23, 2007 Coral Gables, Florida.
- Dacin, Peter, Laurence Ashworth and Matthew Thomson, "Attachment as a Brand Building Block: Do Strong Relationships Matter?" presentation at the *Advertising and Consumer Psychology Conference*, June 9, 2007, Santa Monica, California.
- Johnson, Allison R., Jay Handelman, and Matthew Thomson, “Attachment and Identification: How Relationships are Connected” presentation at the 2007 *Advertising and Consumer Psychology* annual conference in Los Angeles, California.
- Fedorikhin, Alexander, C. Whan Park and Matthew Thomson, “Beyond Fit: Emotional, Attitudinal, and Cognitive Style Influences on Brand Extension and Merger Evaluations,” presentation at *Society for Consumer Psychology* annual conference, February 2006.
- Thomson, Matthew and Jennifer Carson, “What Price Love? Probing the Dark Side of Consumer-Object Attachments,” presentation at *Society for Consumer Psychology* annual conference, February 2006.
- Fedorikhin, Alexander, C. Whan Park and Matthew Thomson, “How Far Do Feelings Go? How Attachments Influence Brand Extensions,” presentation at *Association for Consumer Research* annual conference, October 2005.
- Johnson, Allison R. and Matthew Thomson, “Are Consumer Relationships Different?” presentation at *Association for Consumer Research*, October 2002.

Thomson, Matthew and Allison R. Johnson, “Investigating the Role of Attachment Dimensions as Predictors of Satisfaction in Consumer-Brand Relationships,” presentation at *Association for Consumer Research*, October 2001.

Thomson, Matthew, “Mapping the Emotional Components of Consumer-Brand Relationships,” presentation at University of Houston Doctoral Symposium, April 2001.

CASES

Jeffrey, Jennifer and Matthew Thomson (2020), “Nike & Colin Kaepernick: Worth the Risk?”, *Ivey Case No. 9B20A086*.

Khamitov, Mansur, Jodie Whelan and Matthew Thomson (2015), “Super Trucks LP: How to Conduct a Field Experiment”, *Ivey Case No. 9B15A025*.

Goldberg, Emily, Ben Gottlieb, Samantha Landy, Sam Solomon, Lindsay Sittler, and Matthew Thomson (2014), “Dove Real Beauty Sketches Campaign”, *Ivey Case No. 9B14A012*. [Best Seller Award, 2019-2020].

Schaad, Nicole, Seung Hwan (Mark) Lee and Matthew Thomson (2013), “Modifying Merida: Disney’s 11th Princess”, *Ivey Case No. 9B13A042*.

Ho, Valerie, Seung Hwan (Mark) Lee and Matthew Thomson (2013), “Too Chicken to Convert? A Chick-fil-A Dilemma”, *Ivey Case No. 9B13A030*.

Meagher, Ian and Matthew Thomson (2013), “The Ontario Hockey League”, *Ivey Case No. 9B13A028*.

Cleveland, Bonnie, Seung Hwan (Mark) Lee and Matthew Thomson (2012), “Mile High Magic: Maximizing the Broncos Experience”, *Ivey Case No. 9B12A064*.

Mark, Ken and Matthew Thomson (2012), “Mountain Equipment Co-Op: The Private-Label Strategy”, *Ivey Case No. 8B12A028*.

Lee, Seung Hwan (Mark) and Matthew Thomson (2012), “Dear Diary: My Heart is Racing to Buy a Car”, *Ivey Case No. 9B12A019*.

Rowe, Anthea and Matthew Thomson (2012), “Gregory Shine Daycare”, *Ivey Case No. 9B12A004*.

Mark, Ken and Matthew Thomson (2011), “For Earth Inc.: Launching the Force Engine and Fuel Conditioner in Canada”, *Ivey Case No. 9B11A027*.

Jason Melhuish and Matthew Thomson (2011), “Tim Hortons Brier”, *Ivey Case no. 9B11A041*.

Mark, Ken and Matthew Thomson (2011), “Pepsi Canada: The Pepsi Refresh Project”, *Ivey Case*

No. 9B11A039.

Bendle, Neil and Matthew Thomson (2011), “West Ham United Football Club’s Olympic Stadium Move”, *Ivey Case No. 9B11A030.*

Hart, Kendra and Matthew Thomson (2011), “Pop Shoppe” [Case A & Case B], *Ivey Case No. 9B11A024 and 9B11A025.*

Mark, Ken and Matthew Thomson (2010), “Organickidz: Marketing Strategy”, *Ivey Case No. 9B10A023.*

Saha, Tarak and Matthew Thomson (2010), “Canada Basketball”, *Ivey Case No. 9B10A014*

Melhuish, Jason and Matthew Thomson (2010), “The Georgian Bay Club”, *Ivey Case No. 9B10A016.*

Baker, Jesse and Matthew Thomson (2010), “The Ultimate Fighting Championships (UFC): The Evolution of a Sport”, *Ivey Case No. 9B10A012.* (also appears in Pearce II, J.A. and R.B. Robinson, Strategic Management: Planning for Domestic and Global Competition New York: McGraw Hill, 2012).

Breski, Jared and Matthew Thomson (2010), “A Family of Brand Cannibals? The Case of Omnicom and Interbrand”, *Ivey Case No. 9B10A009.*

Dinnin, Aimee and Matthew Thomson (2009), “Babeeze in Arms Doula Centre”, *Ivey Case No. 9B09A024.*

Batemen, Erika and Matthew Thomson (2007), “Powered by the Sun: The Queen’s University Solar Vehicle Team,” *Queen’s School of Business Case (9-L07-5-002).*

WORKING PAPERS

Ramesh Roshan Das Guru, Marcel Paulssen and Matthew Thomson, “*Title Blinded for Review*”, under review at *Journal of Consumer Research.*

Albert, Noel and Matthew Thomson, “*Title Blinded for Review*”, under review at *Journal of Consumer Research.*

Thomson, Matthew, Jennifer Jeffrey and Allison R. Johnson, “*Title Blinded for Review*”, invited for revision at *Journal of Advertising.*

Goode, Miranda and Matthew Thomson, “Improving Stressed Lives by Delivering Extraordinary Experiences”. *Empirical work complete and draft being polished.*

Cui, Nan, Matthew Thomson and Xin Wang, “A Mobile Meta-Analytic Framework: How Spatial Proximity Impacts M-Coupon Redemption”. *Empirical work complete and writing in progress.*

GRADUATE STUDENT SUPERVISION

SUPERVISOR

- Mansur Khamitov (PhD 2018) – Nanyang Technological University (now Indiana University)
- Jeff Rotman (co-supervised with Andrew Perkins) (PhD 2017) – Deakin University
- Jennifer Jeffrey (PhD 2015) – King’s University College
- Jodie Whelan (co-supervised with June Cotte) (PhD 2014) – York University
- Martin Pyle (MSc, Queen’s University, 2004)
- Jill Malpass (née Sadler) (MSc, Queen’s University, 2003)

COMMITTEE MEMBER/EXAMINER

- Michael Moorhouse (Marketing PhD student, Western University, ongoing)
- Dan Wilson (Law PhD student, Western University, 2020)
- Peter Nguyen (PhD student, Western University, 2019)
- Iskra Herak (Marketing PhD student, Université Catholique de Louvain, 2019)
- Yinuo (Kelly) Shi (FIMS Masters student, 2019)
- Scott Connors (PhD, Washington State University, 2018)
- Soyoung Kim (PhD, University of Alberta, 2018)
- Marilyn Giroux (PhD, Concordia University, 2016)
- Lea Dunn (PhD, University of British Columbia, 2014)
- Kendra Hart (PhD, Western University, 2013)
- Jasmina Ilicic (PhD, Macquarie University, 2013)
- Theo Noseworthy (PhD, Western University, 2012)
- Mark Lee (PhD, Western University, 2011)
- Veronika Papyrina (PhD, Western University, 2007)
- Rachel Mulloy (PhD Psychology, Queen’s University, 2005)

SERVICE TO THE FIELD

- Co-Chair (with Tonya Bradford and Anat Keinan), *Association for Consumer Research* Annual Meeting (2021, Seattle).
- Associate Editor, *Journal of Consumer Psychology* (February 2021 – present)
- Editorial Review Board, *Journal of Consumer Psychology* (Dec. 2011 – present)
- Co-organizer (with Mike Breazeale), *Brands and Brand Relationships Institute* conference, May 18-20, 2016, Toronto, Canada
- Editorial Review Board, *Journal of Consumer Research* (2017)
- Program Committee, *Association for Consumer Research*, 2020 (Paris), 2019 (Atlanta), 2018 (Dallas), 2017 (San Diego), 2016 (Berlin) and 2014 (Baltimore) annual meetings
- Program Committee, AMA CB-SIG conference, Bern Switzerland (2019)
- Ad Hoc Reviewer: *Journal of the Association for Consumer Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Sloan Management Review*, *Journal of Marketing Research*, *Journal of Business Ethics*, *Journal of Advertising*, *Journal of Marketing Management*, *Marketing Letters*, *Journal of the Academy of Marketing Science*, *Personality and Individual Differences*, *Customer Needs and Solutions* and *CBSIG conference*.

- External Grants Reviewer, *Social Sciences and Humanities Research Council*
- Reviewer, *SCP Dissertation Proposal Competition*

UNIVERSITY SERVICE

- Section Head, MSc Program (2021)
- Director, Ivey PhD Program (2014-2017)
- Ivey Annual Performance Evaluation Committee (2015-2017)
- Ivey Research Policy Committee (2014-2017)
- Western University Senate Operations/Agenda Committee (2016-2017)
- Senator, Western University (2015-2017)
- Member, Associate Dean Research committee, Western University (2014-2017)
- Member, Associate Dean Research (POLICY) committee, Western University (2014-2017)
- Graduate Education Council, Western University (2014-2017)
- Graduate Education Council (POLICY), Western University (2014-2017)
- Member, Occasional Chair, Western University *Non-Medical Research Ethics Board* (2011-2014)
- Appointments Committee for Accounting and Finance area groups (2014-2015)
- Alternate, Ivey Annual Performance Evaluation Committee (2014)
- Co-head (with Kersi Antia) of Ivey Marketing Area Group (2014-2017)
- Instructor, LEAD program (2013, 2014)
- Member, Ivey MBA Rankings Committee (2013)
- Member, Ivey Faculty Retreat Committee (2012)
- Ivey Marketing Search Committee, (2010, 2011)
- Faculty Advisor, Academic Integrity Committee (2010-2013)
- Ivey Research Ethics Board (2009-2013)
- PhD Coordinator, Marketing Group (2008-2014, 2019-)
- OB/Marketing Ivey Research Series coordinator (2008-2012)
- Internal (Ivey) SSHRC and OGS Scholarship Application reviewer, (2008-2017)
- Judge, *Canada's Next Top Ad Executive* (2006-2009, 2014)
- Renewal, Tenure & Promotion committee, Queen's School of Business (2007-2008)
- MSC/ Ph.D. committee, Queen's School of Business (2007-2008)
- Undergraduate Progress & Curriculum Committee, Queen's (2004-2007)
- Commerce Admissions Committee, Queen's (2004-2007)

GRANTS ETC.

- Winner, 2021 AMA CBSIG *Consumer Research in Practice Award*
- *Social Sciences and Humanities Research Council* Insight Development Grant (as Co-Applicant), 2017-2019 (\$46,236)
- Ivey Research Merit Award (2010, 2017, 2018) [*based on FT 50 publications*]
- Outstanding Reviewer Award, *Journal of Consumer Psychology* (2017)
- *Social Sciences and Humanities Research Council* grant (as Co-Applicant), 2017-2022 (\$168,399)

- *Social Sciences and Humanities Research Council* grant (Principal Investigator), 2016-2019 (\$91,200)
- *Social Sciences and Humanities Research Council* application (Principal Investigator; Miranda Goode and Allison Johnson, co-applicants) received 4A status (\$7,000)
- R.A. Barford Professorship (2014-2017)
- *Social Sciences and Humanities Research Council* grant (Principal Investigator), 2011-2013 (\$89,496)
- JJ Wettlaufer Faculty Fellow (2010-2014)
- *Social Sciences and Humanities Research Council* grant (Co-applicant), 2011-2013 (\$105,256) (withdrew from project May 2012)
- Queen's School of Business grant, Fall 2007 (\$5,000)
- Queen's School of Business General Research Grant, Fall 2005 (\$17,000)
- Queen's School of Business D.I. McCleod Grant, Fall 2004
- USC Department of Marketing Excellence in Teaching Award, 2002
- Fellow, AMA-Sheth Foundation Doctoral Student Consortium, 2002
- Fellow, University of Houston Doctoral Symposium, 2001

REFERENCES

Dr. June Cotte
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 Ivey Business School
 Western University
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Dr. Tiffany White
 Associate Professor
 Bruce and Anne Strohm Faculty Fellow
 Gies College of Business
 University of Illinois
 Phone: 217-333-4597
 Email: tbwhite@illinois.edu

Dr. Susan Fournier
 Allen Questrom Professor and Dean
 Questrom School of Business
 Boston University
 Phone: 617-353-9720
 Email: fournism@bu.edu

Dr. Kersi Antia
 George and Mary Turnbull Faculty Fellow
 Ivey Business School
 Western University
 Phone: 519-661-4179
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